

On page 4, line 22, please delete "of 2<sup>nd</sup> invention".

On page 5, line 7, please delete "The 5<sup>th</sup> invention" and insert therefor --Still yet another aspect--.

On page 5, line 8, please delete "of 2<sup>nd</sup> or 4<sup>th</sup> inventions".

On page 5, line 11, please delete "The 6<sup>th</sup> invention" and insert therefor --A further aspect--.

On page 5, lines 15-16, please delete "of 1<sup>st</sup> or 2<sup>nd</sup> inventions".

On page 5, line 19, please delete "The 7<sup>th</sup> invention" and insert therefor --A still further aspect--.

On page 5, lines 23-24, please delete "of 1<sup>st</sup> or 2<sup>nd</sup> inventions".

On page 6, line 4, please delete "The 8<sup>th</sup> invention" and insert therefor --A yet another aspect--.

On page 6, line 5, please delete "of 7<sup>th</sup> invention".

On page 6, line 9, please delete "The 9<sup>th</sup> invention" and insert therefor --A still yet further aspect--.

On page 6, line 14, please delete "of 1<sup>st</sup> or 2<sup>nd</sup> inventions".

On page 6, line 19, please delete "The 10<sup>th</sup> invention" and insert therefor --An additional aspect--.

On page 6, line 24, please delete "of 1<sup>st</sup> or 2<sup>nd</sup> inventions".

On page 7, line 4, please delete "The 11<sup>th</sup> invention" and insert therefor --A still additional aspect--.

On page 7, line 5, please delete "of 9<sup>th</sup> invention".

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On page 7, line 11, please delete "The 12<sup>th</sup> invention" and insert therefor --A yet additional aspect--.

On page 7, lines 12-13, please delete "of any one of 6<sup>th</sup> through 11<sup>th</sup> inventions".

On page 7, line 23, please delete "The 13<sup>th</sup> invention" and insert therefor --A still yet additional aspect--.

On page 7, lines 24-25, please delete "of 10<sup>th</sup> or 11<sup>th</sup> inventions".

On page 8, line 4, please delete "The 14<sup>th</sup> invention" and insert therefor --A supplementary aspect--.

On page 8, lines 5-6, please delete "of any one of 6<sup>th</sup> through 13<sup>th</sup> inventions".

On page 8, line 9, please delete "The 15<sup>th</sup> invention" and insert therefor --A still supplementary aspect--.

On page 8, lines 10-11, please delete "of any one of 6<sup>th</sup> through 14<sup>th</sup> inventions".

On page 8, line 14, please delete "The 16<sup>th</sup> invention" and insert therefor --A yet supplementary aspect--.

On page 8, lines 15-16, please delete "of any one of 6<sup>th</sup> through 15<sup>th</sup> inventions".

On page 8, line 24, please delete "The 17<sup>th</sup> invention" and insert therefor --A still yet supplementary aspect--.

On page 8, line 25, please delete "of 16<sup>th</sup> invention".

On page 9, line 4, please delete "The 18<sup>th</sup> invention" and insert therefor --Another aspect--.

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On page 9, lines 9-10, please ~~delete~~ "of 16<sup>th</sup> or 17<sup>th</sup> inventions".

On page 9, line 12, please delete "The 19<sup>th</sup> invention" and insert therefor --Still another aspect--.

On page 9, lines 18-19, please ~~delete~~ "of 16<sup>th</sup> or 17<sup>th</sup> inventions".

On page 9, line 20, please ~~delete~~ "of 18<sup>th</sup> invention".

On page 9, line 21, please delete "The 20<sup>th</sup> invention" and insert therefor --Yet another aspect--.

On page 9, line 25, please delete "of any one of 1<sup>st</sup> through 5<sup>th</sup> inventions".

On page 10, line 1, please ~~delete~~ "The 21<sup>st</sup> invention" and insert therefor --Still yet another aspect--.

On page 10, line 5, please delete "of any one of 6<sup>th</sup> through 17<sup>th</sup> inventions".

# IN THE CLAIMS:

Please amend the claims ~~as~~ follows:

- 1 1. (Amended) An advertisement supplying method,  
2 characterized in that an area for recording advertisement data is [crated]  
3 created in a large-capacity recording medium, advertisement data which are to  
4 be reproduced when an audience watch a program are recorded in said area in  
5 advance, and said large-capacity recording medium is thereafter provided.

- 1 → 34. (Amended) A sponsor system, characterized in comprising  
2 a sponsor apparatus which determines a user who is to be provided with the  
3 contents of an advertisement and/or an advertisement, based on said  
4 information regarding reproduction of advertisements received from said  
5 advertisement information storing/sending means of the advertisement data

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A2

Improvement

A3  
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